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Keberterimaan Konsumen Nonmuslim Terhadap Produk Makanan Halal
FIKRI FARHAN, Bayu Sutikno, Cand. Merc., Ph.D
Universitas Gadjah Mada, 2019 | Diunduh dari http://etd.repository.ugm.ac.id/

INTISARI

Meskipun, penelitian makanan halal pada konsumen nonmsulim sudah mulai dikenali di literatur pemasaran islami. Namun, pengujian terhadap topik ini secara empiris masih terbatas. Oleh karena itu, penelitian ini bertujuan untuk mengisi kekosongan tersebut, dengan menguji faktor-faktor yang memengaruhi keberterimaan konsumen nonmuslim terhadap produk makanan halal. Keberterimaan konsumen nonmuslim dihipotesiskan dipengaruhi oleh pengetahuan halal, kredibilitas logo halal persepsian, kualitas halal persepsian dan motif agama. Selanjutnya, dengan mempertimbangkan Indonesia sebagai Negara multikultural, interaksi antar penganut agama terjadi terusmenerus di berbagai tempat. Maka, penelitian ini juga menguji akulturasi sebagai variabel pemoderasi. Data dalam penelitian ini dikumpulkan melalui penyebaran kuesioner kepada konsumen nonmuslim di Indonesia, yang terkumpul sebanyak 268 responden. Hasil pengujian data melalui SPSS 21 menunjukkan, pengetahuan halal, kredibilitas logo halal persepsian, kualitas halal persepsian dan motif agama berpengaruh positif pada keberterimaan konsumen nonmuslim terhadap produk makanan halal. Akulturasi memoderasi semua hubungan positif variabel independen pada variabel keberterimaan. Namun, untuk hubungan variabel kredibilitas logo halal persepsian pada keberterimaan, hasil uji statistik menunjukkan akulturasi mengubah arah hubungan menjadi negatif.

Kata Kunci: Keberterimaan, pengetahuan halal, kredibilitas logo halal persepsian, kualitas halal persepsian, motif agama dan akulturasi

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ABSTRACTS

Although halal food research of non-Muslim consumer has been recognized in the islamic marketing literature, empirical examination of this issue is limited. In order to fill this knowledge gap, this study aims to examine the factors that influence the acceptance of non-Muslim consumers on halal food products. Acceptance of non-Muslim consumers is hypothesized to be influenced by halal knowledge, credibility of the perceived halal logo, perceived halal quality and religious motives. Furthermore, by considering Indonesia as a multicultural country, interactions between religious adherents occur continuously in various places. Thus, this study also examines the acculturation as a moderating variable. The data in this study is collected through questionnaires distributed to 268 non-Muslim consumers in Indonesia. The results of data analysis through SPSS 21 show that halal knowledge, credibility of the perceived halal logo, perceived halal quality and religious motives have a positive effect on the acceptance of non-Muslim consumers on halal food products. Acculturation moderates all positive relationships of independent variables on consumer acceptance. However, in term of the relationship of the credibility of perceived halal logo on acceptance, the result shows that the acculturation alter the direction of the relationship to be negative.

Keywords: Acceptance, halal knowledge, credibility of perceived halal logo, perceived halal quality, religious motives and acculturation